RJ Reynolds
Tobacco Company

Sales		Retail	
1221		1222	27
1222	8	1223	
1223		1226	
1224		1229	
1225		ROM	
1228		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

Ihor Miskewycz
Account Manager

3530 Fireside Dr.
Brunswick, OH 44212
Tel 330/225-1449
Fax 330/225-1045

JUNE 17,1997

TO: 1210, D. FIGUEROA

SUBJECT: MGI/XPECT CID# 3906-01-00

RE: NEW STORE OPENING/DERBY, CT SIS# 760992

PER OUR CONVERSATION, THE ABOVE CHAIN IS SET TO OPEN A NEW STORE ON JULY 23, 1997 AT 60 PERSHING DR. IN DERBY, TEL: 203-736-8540
DETAILS:

- 12 FT OF MID PRO CARTON FIXTURES (8 FOR FULL PRICE, 4 FOR SAVINGS), RJR RECEIVES TOP 2 SHELVES FOLLOWED BY PM THEN INDUSTRY, FIXTURES ORDERED BY THIS OFFICE TO ARRIVE WEEK OF JULY 7
- 4 FT SLPM, RJR RECEIVES TOP 3 SHELVES PLUS NEEDED SPACE ON 4TH, FIXTURE ORDERED BY THIS OFFICE TO ARRIVE WEEK OF JULY 7
- FORSYTH MFD FOR TEMPO, ORDERED BY RETAIL REP & INSTALLED IN THE SERVICE AREA
  - >TOP SHELF FOR TEMPO PACKS
  - >NEXT SHELF FOR DORAL PACKS
  - >REMAINING SHELVES FOR TEMPO CARTONS
  - >RISER CARD TO COMMUNICATE TEMPO PRICING
- PCD SELF-SERVICE ON COUNTER NEXT TO REGISTER: 2-40 PACK TRAYS WITH LIGHTED SIGNAGE TO BE ORDERED & INSTALLED BY RETAIL REP
- PRODUCT TENTATIVELY SET TO ARRIVE ON JULY 17 - PLEASE VERIFY WITH BOZZUTO'S
- ALL FIXTURES TO BE INSTALLED, TAGGED, & LOADED BY RJR PERSONNEL PER REGION/DIVISION GUIDELINES
- PRICING POS TO BE PROMINENTLY DISPLAYED
- CONTRACTS: MERCHANDISING LEVEL 2 NSS CTN OUTLET
  ACCRUAL LEVEL 3
  EFFECTIVE DATE STORE OPENING

51853 5060

Source: https://www.industrydocuments.ucsf.edu/docs/rpkn0000

PLEASE SEND IN 7101 UPDATES TO YOUR ROU.

AT THIS TIME I DON'T HAVE THE NAME OF THE STORE MANAGER BUT THE LOCAL PERSON IN CHARGE OF THE XPECT STORES IS BILL RINDER. THE BUYER WHO I CORRESPOND WITH AND WHO AUTHORIZES MERCHANDISING DECISIONS IS MARK RUSSELL.

PLEASE INSURE THAT OUR PRODUCT IS PROMOTED HEAVILY FOR THE STORE OPENING, TO INCLUDE DISCOUNTING, VAP, LOCAL OPPORTUNITIES.

IF THERE ARE ANY PROBLEMS OR CONCERNS PLEASE CONTACT ME IMMEDIATELY. I REALIZE LONG DISTANCE COORDINATION COULD BE A PROBLEM BUT I'M SURE WITH COMMUNICATION THIS WILL BE MINIMIZED.

THANK YOU FOR YOUR ASSISTANCE.

SINCERELY,

Ihor Miskewycz

/im
cc: PES, LEM, MDG, TRS

51853 5061

Source: https://www.industrydocuments.ucsf.edu/docs/rpkn0000